

Amendment to the Claims:

1. (Currently amended) A computer-based method for electronic communication ~~of extended data attributes from machine to machine~~ between consumer goods trading partners, comprising:

~~a) establishing a connection from a retailer's computer device to~~ providing a software application program for defining extended data attributes which communicates between first and second trading partners over an electronic communication link;

~~b) inputting user-defined extended data attributes for communication to trading partners by the first trading partner into a plurality of tables through a graphical user interface,~~
the tables including,

(a) a first table for providing extended data definitions of each extended data attribute, each extended data definition in the first table including an extended data definition identification field, extended data name field, extended data type field, extended data description field, extended entity type field, and unique link to the second trading partner,

(b) a second table for correlating each extended data type field used in the first table, the second table including an extended data type field, extended data type name field, and extended data type description field,

(c) a third table for correlating each extended entity type used in the first table, the third table including an extended entity type field and extended entity type name field, and

(d) a fourth table for correlating the extended data definition identification used in the first table, the

fourth table including an entity owner of the extended data type definition and values for each extended data attribute;

transmitting standard data attributes to the second trading partner; and

~~e) — outputting said transmitting the~~ extended data attributes from the plurality of tables as an XML-message to the ~~desired supply side~~ second trading partner.

2. (Currently amended) The computer-based method of claim 1, wherein ~~said the~~ extended data attributes belong to are selected from the group consisting of product items, pricing, and trade promotions.

3-5. (Cancelled)

6. (Currently amended) The computer-based method of claim 1, further including using pre-determined security measures to provide authorization for trading partners to input the wherein said extended data attributes into the plurality of tables are input by authorized trading partner users as based on pre-determined security measures.

7. (Currently amended) The computer-based method of claim 1, further including establishing the electronic communication link through wherein said connection is established to the Internet.

8-20. (Cancelled)

21. (New) The computer-based method of claim 1, wherein the unique link to the second trading partner includes a global location number.

22. (New) The computer-based method of claim 21, wherein the extended entity type identification includes a designation for product, price, and promotion.

23. (New) The computer-based method of claim 1, wherein the first table further includes a field to designate whether extended data is required by the second trading partner.

24. (New) The computer-based method of claim 1, wherein the extended data types are numeric, date, and text string.

25. (New) The computer-based method of claim 1, wherein the graphical user interface includes a plurality of data entry screens for creation and maintenance of the extended data attributes as defined in the first, second, third, and fourth tables.

26. (New) A computer-implemented method for electronic communication between trading partners, comprising:

 establishing an electronic communication link between first and second trading partners;

 transmitting standard data attributes associated with a commercial transaction from the first trading partner to the second trading partner;

defining extended data attributes associated with the commercial transaction in a plurality of tables through a graphical user interface, the tables including,

(a) a first table for providing extended data definitions of each extended data attribute, each extended data definition in the first table including an extended data definition identification field, extended data name field, extended data type field, extended data description field, extended entity type field, and unique link to the second trading partner,

(b) a second table for correlating each extended data type field used in the first table, the second table including an extended data type field, extended data type name field, and extended data type description field,

(c) a third table for correlating each extended entity type used in the first table, the third table including an extended entity type field and extended entity type name field, and

(d) a fourth table for correlating the extended data definition identification used in the first table, the fourth table including an entity owner of the extended data type definition and values for each extended data attribute; and

transmitting the extended data attributes over the electronic communication link from the first trading partner to the second trading partner.

27. (New) The computer-implemented method of claim 26, wherein the electronic communication link is routed through the Internet.

28. (New) The computer-implemented method of claim 26, wherein the extended entity type identification includes a designation for product, price, and promotion.

29. (New) The computer-implemented method of claim 26, wherein the graphical user interface includes a plurality of data entry screens for creation and maintenance of the extended data attributes as defined in the first, second, third, and fourth tables.

30. (New) The computer-implemented method of claim 26, wherein the extended data attributes relate to product, price, and promotion.

31. (New) The computer-implemented method of claim 26, wherein the extended data attributes are transmitted as XML-based messages.

32. (New) A computer-implemented method for electronic communication between trading partners, comprising:

- establishing an electronic communication link between first and second trading partners;

- transmitting standard data attributes associated with a commercial transaction from the first trading partner to the second trading partner;

- defining extended data attributes associated with the commercial transaction in a plurality of tables through a graphical user interface, the tables including,

- (a) a first table for providing extended data definitions of each extended data attribute, each extended data

definition in the first table including an extended data definition identification field, extended data type field, and extended entity type field,

(b) a second table for correlating each extended data type field used in the first table,

(c) a third table for correlating each extended entity type used in the first table, and

(d) a fourth table for correlating the extended data definition identification used in the first table; and

transmitting the extended data attributes over the electronic communication link from the first trading partner to the second trading partner.

33. (New) The computer-implemented method of claim 32, wherein the first table further includes an extended data name field, extended data description field, and unique link to the second trading partner.

34. (New) The computer-implemented method of claim 32, wherein the second table includes an extended data type field, extended data type name field, and extended data type description field.

35. (New) The computer-implemented method of claim 32, wherein the third table including an extended entity type field and extended entity type name field.

36. (New) The computer-implemented method of claim 32, wherein the fourth table includes an entity owner of the extended data type definition and values for each extended data attribute.

37. (New) The computer-implemented method of claim 32, wherein the graphical user interface includes a plurality of data entry screens for creation and maintenance of the extended data attributes as defined in the first, second, third, and fourth tables.

38. (New) The computer-implemented method of claim 32, wherein the extended data attributes relate to product, price, and promotion.

39. (New) The computer-implemented method of claim 32, wherein the extended data attributes are transmitted as XML-based messages.

40. (New) A computer-implemented method for electronic communication between trading partners, comprising:

- establishing an electronic communication link between first and second trading partners;

- transmitting standard data attributes associated with a commercial transaction from the first trading partner to the second trading partner;

- defining extended data attributes associated with the commercial transaction in a plurality of tables through a graphical user interface; and

- transmitting the extended data attributes over the electronic communication link from the first trading partner to the second trading partner.

41. (New) The computer-implemented method of claim 40, wherein the tables include:

a first table for providing extended data definitions of each extended data attribute, each extended data definition in the first table including an extended data definition identification field, extended data name field, extended data type field, extended data description field, extended entity type field, and unique link to the second trading partner;

a second table for correlating each extended data type field used in the first table, the second table including an extended data type field, extended data type name field, and extended data type description field;

a third table for correlating each extended entity type used in the first table, the third table including an extended entity type field and extended entity type name field; and

a fourth table for correlating the extended data definition identification used in the first table, the fourth table including an entity owner of the extended data type definition and values for each extended data attribute.

42. (New) The computer-implemented method of claim 40, wherein the graphical user interface includes a plurality of data entry screens for creation and maintenance of the extended data attributes as defined in the plurality of tables.

43. (New) The computer-implemented method of claim 40, wherein the extended data attributes relate to product, price, and promotion.

44. (New) A computer-based system for electronic communication between trading partners, comprising:

means for establishing an electronic communication link between first and second trading partners;

means for transmitting standard data attributes associated with a commercial transaction from the first trading partner to the second trading partner;

means for defining extended data attributes associated with the commercial transaction in a plurality of tables through a graphical user interface; and

means for transmitting the extended data attributes over the electronic communication link from the first trading partner to the second trading partner.

45. (New) The computer-based system of claim 44, wherein the tables include:

a first table for providing extended data definitions of each extended data attribute, each extended data definition in the first table including an extended data definition identification field, extended data name field, extended data type field, extended data description field, extended entity type field, and unique link to the second trading partner;

a second table for correlating each extended data type field used in the first table, the second table including an extended data type field, extended data type name field, and extended data type description field;

a third table for correlating each extended entity type used in the first table, the third table including an extended entity type field and extended entity type name field; and

a fourth table for correlating the extended data definition identification used in the first table, the fourth table

including an entity owner of the extended data type definition and values for each extended data attribute.

46. (New) The computer-based system of claim 44, wherein the graphical user interface includes a plurality of data entry screens for creation and maintenance of the extended data attributes as defined in the plurality of tables.

47. (New) The computer-based system of claim 44, wherein the extended data attributes relate to product, price, and promotion.

48. (New) The computer-based system of claim 44, wherein the extended data attributes are transmitted as XML-based messages.